



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Advertised Prices effective through March 23, 2008 - Eastern U.S.

(10-24 lbs. whole birds; prices in \$/lb unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Easter 2008
WHOLE TURKEYS

State	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Connecticut	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Adams	Shady Brook	1.19							< 16 lbs. (hen)
	Big Y	Shady Brook	1.35							< 16 lbs. (hen)
	Compare	Shady Brook	1.39							
	C-Town	Shady Brook	1.29							
	Food Emporium	Butterball	1.39							w/ store card w/o store card
		Shady Brook	0.99							
		Shady Brook	1.69							
	Geissler's	Shady Brook	1.09							
	Grand Union	Shady Brook	1.19							< 16 lbs. (hen)
	Price Chopper	Shady Brook	1.29							< 16 lbs. (hen) \$2 off w/ coupon
		Butterball	1.49							
		Honeysuckle		1.19						
		Plainville							2.39	
	Shaw's	L'il Butterball		1.59						
		Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
	ShopRite	Butterball	1.49							< 16 lbs. (hen)
		Shady Brook	0.99							
		Shady Brook	1.29							
		Shady Brook	1.29							
Washington, DC	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Giant Foods	Butterball	1.29							w/ store card w/o store card
		Shady Brook	0.99							
		Shady Brook	1.29							
	Magruder's	Perdue	1.19							
Delaware	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Acme	Butterball	1.49							
		Lancaster	1.39							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Delaware (continued)	Food Lion	no label no label		0.77 1.19						
	Giant Foods	Butterball Shady Brook Shady Brook	1.29 0.99 1.29							w/ store card w/o store card
	Harris Teeter	Honeysuckle Honeysuckle	1.29 1.49							< 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
	Safeway	Butterball Shady Brook	1.69 1.29							
	Shoppers Food	Shady Brook	0.99							
	ShopRite	Butterball	1.49							< 16 lbs. (hen)
Florida	Albertson's LLC	Honeysuckle Honeysuckle	1.19 1.49							> 16 lbs. (tom) w/ store card > 16 lbs. (tom) w/o store card
	Food Lion	no label no label		0.77 1.19						
	Harris Teeter	Honeysuckle Honeysuckle	1.29 1.49							< 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
	Harvey's	Norbest Norbest	0.89 1.29							w/ store card w/o store card
	Publix	Publix	1.19	0.79						
	SaveRite	no label		0.79						limit 2
	Winn-Dixie	Butterball Butterball no label no label	 1.19 1.39	0.99 1.39 0.79 1.29						w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card
Georgia	Food Lion	no label no label		0.77 1.19						
	Harris Teeter	Honeysuckle Honeysuckle	1.29 1.49							< 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
	Harvey's	Norbest Norbest	0.89 1.29							w/ store card w/o store card
	Ingle's	Jennie-O Jennie-O Butterball Butterball	 1.48 1.98	0.78 1.28						w/ store card w/o store card w/ store card w/o store card
	Kroger	Butterball Honeysuckle	1.49 1.19	1.09 0.99						
	Piggly Wiggly	Butterball Piggly Wiggly	1.39	1.19 0.99						
	Publix	Publix	1.19	0.79						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Georgia (continued)	Wayfield's	Norbest		0.79						< 16 lbs. (hen)
	Winn-Dixie	Butterball		0.99						w/ store card; limit 2
		Butterball		1.39						w/o store card
		no label	1.19	0.79						w/ store card; limit 2
		no label	1.39	1.29						w/o store card
Maine	Hannaford	Hannaford	0.99							w. store card
		Hannaford	1.39							w/o store card
		Shady Brook	0.99							w. store card
		Shady Brook	1.49							w/o store card
	Shaw's	Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
		Butterball	1.29					2.29		
		Wild Harvest								
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							w/ store card
		Shady Brook	1.29							w/o store card
Maryland	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Acme	Butterball	1.49							
		Lancaster	1.39							
	Food Land	Honeysuckle	1.19	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Food Lion	no label		0.77						
		no label		1.19						
	Giant of Carlisle	Shady Brook	1.19							
		Shady Brook	1.49							
		Prestage		*						Free hen w/ certificate redemption
	Giant Foods	Butterball	1.29							
		Shady Brook	0.99							w/ store card
		Shady Brook	1.29							w/o store card
	Giant Eagle	Giant Eagle	1.39	0.99						
		Honeysuckle	1.39	0.99						
	Harris Teeter	Honeysuckle	1.29							< 16 lbs. (hen); w/ store card
		Honeysuckle	1.49							< 16 lbs. (hen); w/o store card
	Klein's	no label	1.19							< 16 lbs. (hen); w/ store card
		no label	1.99							< 16 lbs. (hen); w/o store card
	Magruder's	Perdue	1.19							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Maryland (continued)	Mars	Butterball		0.99						
		Shady Brook	0.99							
		Shady Brook		0.69						> 16 lbs. (tom)
	Safeway	Butterball	1.69							
		Shady Brook	1.29							
Massachusetts	Schurfine	Butterball	1.29							
		Shady Brook	0.99							
	Shoppers Food	Shady Brook	0.99							
	Weis	Butterball	1.19	0.99						w/ store card; save \$2 w/ coupon
Massachusetts	Adams	Shady Brook	1.19							< 16 lbs. (hen)
	Big Y	Shady Brook	1.35							< 16 lbs. (hen)
	Compare	Shady Brook	1.39							
	C-Town	Shady Brook	1.29							
	Donelan's	Shady Brook	0.99							
	Foodmaster	Shady Brook	1.19							
	Grand Union	Shady Brook	1.19							< 16 lbs. (hen)
	Hannaford	Hannaford	0.99							w. store card
		Hannaford	1.39							w/o store card
		Shady Brook	0.99							w. store card
		Shady Brook	1.49							w/o store card
	Geissler's	Shady Brook	1.09							
	Price Chopper	Shady Brook	1.29							
		Butterball	1.49							< 16 lbs. (hen) \$2 off w/ coupon
		Honeysuckle		1.19						
		Plainville							2.39	
		L'il Butterball		1.59						
	Roche Brothers	Farm Fresh	0.99							< 16 lbs. (hen)
	Shaw's/Star	Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
		Butterball	1.29							
		Wild Harvest						2.29		
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							w/ store card
		Shady Brook	1.29							w/o store card
New Hampshire	Hannaford	Hannaford	0.99							w. store card
		Hannaford	1.39							w/o store card
		Shady Brook	0.99							w. store card
		Shady Brook	1.49							w/o store card
	P&C	Shady Brook	1.29							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Hampshire (continued)	Price Chopper	Shady Brook	1.29							< 16 lbs. (hen) \$2 off w/ coupon
		Butterball	1.49							
		Honeysuckle		1.19						
		Plainville							2.39	
		L'il Butterball		1.59						
	Shaw's	Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
		Butterball	1.29							
	Stop & Shop	Wild Harvest						2.29		w/ store card w/o store card
		Butterball	1.29							
		Shady Brook	0.99							
		Shady Brook	1.29							
New Jersey	A&P Food Basics	Shady Brook	0.98							
	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Acme	Butterball	1.49							
		Lancaster	1.39							
	Associated	Shady Brook	1.39							
	C-Town	Shady Brook	1.29							
	Foodtown	Foodtown		0.99						< 16 lbs. (hen)
		Shady Brook	1.19							
	Genuardi's	Shady Brook		1.29						w/ store card w/o store card
		Butterball	1.69							
		Butterball	1.89							
	Kings	Plainville							2.19	
		Kings	1.29							
	ShopRite	Butterball	1.49							< 16 lbs. (hen)
	Stop & Shop	Butterball	1.29							w/ store card w/o store card
		Shady Brook	0.99							
		Shady Brook	1.29							
	Weis	Butterball	1.19	0.99						w/ store card; save \$2 w/ coupon
New York Metro NYC	A&P Food Basics	Shady Brook	0.98							
	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Associated	Shady Brook	1.39							
	C-Town	Shady Brook	1.29							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Metro NYC (continued)	Food Emporium	Butterball	1.39							w/ store card w/o store card
		Shady Brook	0.99							
		Shady Brook	1.69							< 16 lbs. (hen)
	Foodtown	Foodtown		0.99						< 16 lbs. (hen)
		Shady Brook	1.19							
	Grand Union	Shady Brook	1.19							< 16 lbs. (hen)
	Key Foods	Butterball	*							\$2.00 off w/ coupon
	King Kullen	Shady Brook	1.29							
	Kings	Plainville							2.19	
		Kings	1.29							
	P&C/Quality	Shady Brook	1.29							
	Price Chopper	Shady Brook	1.29							< 16 lbs. (hen) \$2 off w/ coupon
		Butterball	1.49							
		Honeysuckle		1.19						
		Plainville							2.39	
		L'il Butterball		1.59						
	ShopRite	Butterball	1.49							< 16 lbs. (hen)
New York Upstate	Giant Food Mkt	Butterball	1.29							
	Hannaford	Hannaford	0.99							w. store card
		Hannaford	1.39							w/o store card
		Shady Brook	0.99							w. store card
		Shady Brook	1.49							w/o store card
	Stop & Shop	Butterball	1.29							w/ store card
		Shady Brook	0.99							w/o store card
		Shady Brook	1.29							
	Tops	Honeysuckle	1.19							w/ store card
		Honeysuckle	1.39							w/o store card
North Carolina	Food Lion	no label		0.77						
		no label		1.19						
	Harris Teeter	Honeysuckle	1.29							< 16 lbs. (hen); w/ store card
		Honeysuckle	1.49							< 16 lbs. (hen); w/o store card
	Ingle's	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Butterball	1.48							w/ store card
		Butterball	1.98							w/o store card
	Kroger	Shady Brook	1.29							
	Lowe's	Shady Brook	1.19							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania Philadelphia Area	A&P Food Basics	Shady Brook	0.98							
	A&P Stores	Butterball	*							\$2.00 off w/ coupon
		Shady Brook	0.99							
		Riverside		0.89						
	Acme	Butterball	1.49							
		Lancaster	1.39							
	Bilo/Riverside	Shady Brook	1.29							
	C-Town	Shady Brook	1.29							
	Food Lion	no label		0.77						
		no label		1.19						
	Foodtown	Foodtown		0.99						< 16 lbs. (hen)
		Shady Brook	1.19							
	Genuardi's	Shady Brook		1.29						w/ store card
		Butterball	1.69							w/o store card
		Butterball	1.89							
	Grand Union	Shady Brook	1.19							< 16 lbs. (hen)
	Karn's	Jennie-O	1.25							< 16 lbs. (hen)
	P&C/Quality	Shady Brook	1.29							
	Price Chopper	Shady Brook	1.29							
		Butterball	1.49							< 16 lbs. (hen) \$2 off w/ coupon
		Honeysuckle		1.19					2.39	
		Plainville								
		L'il Butterball		1.59						
Pennsylvania Pittsburgh Area	Schurfine	Butterball	1.29							
		Shady Brook	0.99							
	Shoppers Food	Shady Brook	0.99							
	ShopRite	Butterball	1.49							< 16 lbs. (hen)
	Stauffer's	Lititz							2.19	
	Shur Save	Shady Brook	1.19							
		Butterball	1.49							
	Weis	Butterball	1.19	0.99						w/ store card; save \$2 w/ coupon
	Food Land	Honeysuckle	1.19	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Giant Eagle	Giant Eagle	1.39	0.99						
		Honeysuckle	1.39	0.99						
	Giant of Carlisle	Shady Brook	1.19							
		Shady Brook	1.49							
		Prestage		*						Free hen w/ certificate redemption
	Kuhn's	Honeysuckle	0.99							< 16 lbs. (hen) w/ store card
		Honeysuckle	1.39							< 16 lbs. (hen) w/o store card



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania Pittsburgh Area (continued)	Shop 'n Save	Honeysuckle		1.19						
		Honeysuckle	1.29							< 16 lbs. (hen)
	Tops	Honeysuckle	1.19							w/ store card
		Honeysuckle	1.39							w/o store card
Rhode Island	Compare	Shady Brook	1.39							
	C-Town	Shady Brook	1.29							
	Shaw's	Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
		Butterball	1.29					2.29		
		Wild Harvest								
	Stop & Shop	Butterball	1.29							
		Shady Brook	0.99							w/ store card
		Shady Brook	1.29							w/o store card
South Carolina	Food Lion	no label		0.77						
		no label		1.19						
	Harris Teeter	Honeysuckle	1.29							< 16 lbs. (hen); w/ store card
		Honeysuckle	1.49							< 16 lbs. (hen); w/o store card
	Ingle's	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Butterball	1.48							w/ store card
		Butterball	1.98							w/o store card
	Kroger	Butterball	1.49	1.09						
		Honeysuckle	1.19	0.99						
	Lowe's	Shady Brook	1.19							
	Piggly Wiggly	Butterball	1.39	1.19						
		Piggly Wiggly		0.99						
	Publix	Publix	1.19	0.79						
Vermont	Grand Union	Shady Brook	1.19							< 16 lbs. (hen)
	Hannaford	Hannaford	0.99							w. store card
		Hannaford	1.39							w/o store card
		Shady Brook	0.99							w. store card
		Shady Brook	1.49							w/o store card
		Shady Brook	1.29							
	P&C	Shady Brook	1.29							
	Price Chopper	Shady Brook	1.29							
		Butterball	1.49							
		Honeysuckle		1.19						< 16 lbs. (hen) \$2 off w/ coupon
		Plainville							2.39	
		L'il Butterball		1.59						



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Vermont (continued)	Shaw's	Jennie-O		0.89						
		Shady Brook		0.89						
		Jennie-O	0.99							
		Butterball	1.29							
		Wild Harvest						2.29		
Virginia	Farm Fresh	Butterball		0.98						save \$3 w/ coupon
	Food City	Perdue	1.29							
		Butterball	1.49	0.89						w/ card; limit 2 on frozen; save \$3 w/ coupon
	Food Land	Butterball	1.89	1.49						w/o store card; save \$3 w/ coupon
		Honeysuckle	1.19	0.99						w/ store card
	Food Lion	Honeysuckle	1.69	1.59						w/o store card
		no label		0.77						
	Giant Foods	no label		1.19						
		Butterball	1.29							
		Shady Brook	0.99							w/ store card
	Giant of Carlisle	Shady Brook	1.29							w/o store card
		Shady Brook	1.19							
		Prestage	1.49	*						Free hen w/ certificate redemption
	Harris Teeter	Honeysuckle	1.29							< 16 lbs. (hen); w/ store card
		Honeysuckle	1.49							< 16 lbs. (hen); w/o store card
	Ingle's	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Butterball	1.48							w/ store card
		Butterball	1.98							w/o store card
	Kroger	Shady Brook	1.29							
	Lowe's	Shady Brook	1.19							
	Magruder's	Perdue	1.19							
	Safeway	Butterball	1.69							
		Shady Brook	1.29							
	Ukrop's	Shady Brook	1.18							
		Ukrop's		0.68						< 16 lbs. (hen)
West Virginia	Food Fair	Amish Valley	1.29							< 16 lbs. (hen)
	Food Land	Honeysuckle	1.19	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Food Lion	no label		0.77						
		no label		1.19						
	Giant Eagle	Giant Eagle	1.39	0.99						
		Honeysuckle	1.39	0.99						



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